



This is a presentation of the following unpublished document and is licensed under All Rights Reserved license:

Lansley, Andrew ORCID: 0000-0002-8810-4263 (2019) Seven tips in seven minutes from a regional economy around the River Severn. In: Creative Entrepreneurship Forum - Ideas and Best Practice Exchange, 27 Mar 2019, London South Bank University. (Unpublished)

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/9501>

Disclaimer

The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.

Seven tips in seven minutes from a regional economy around the River Severn



Andrew Lansley
Senior Lecturer
University of Gloucestershire

Regional review & network refinement



CHELTENHAM
Festivals



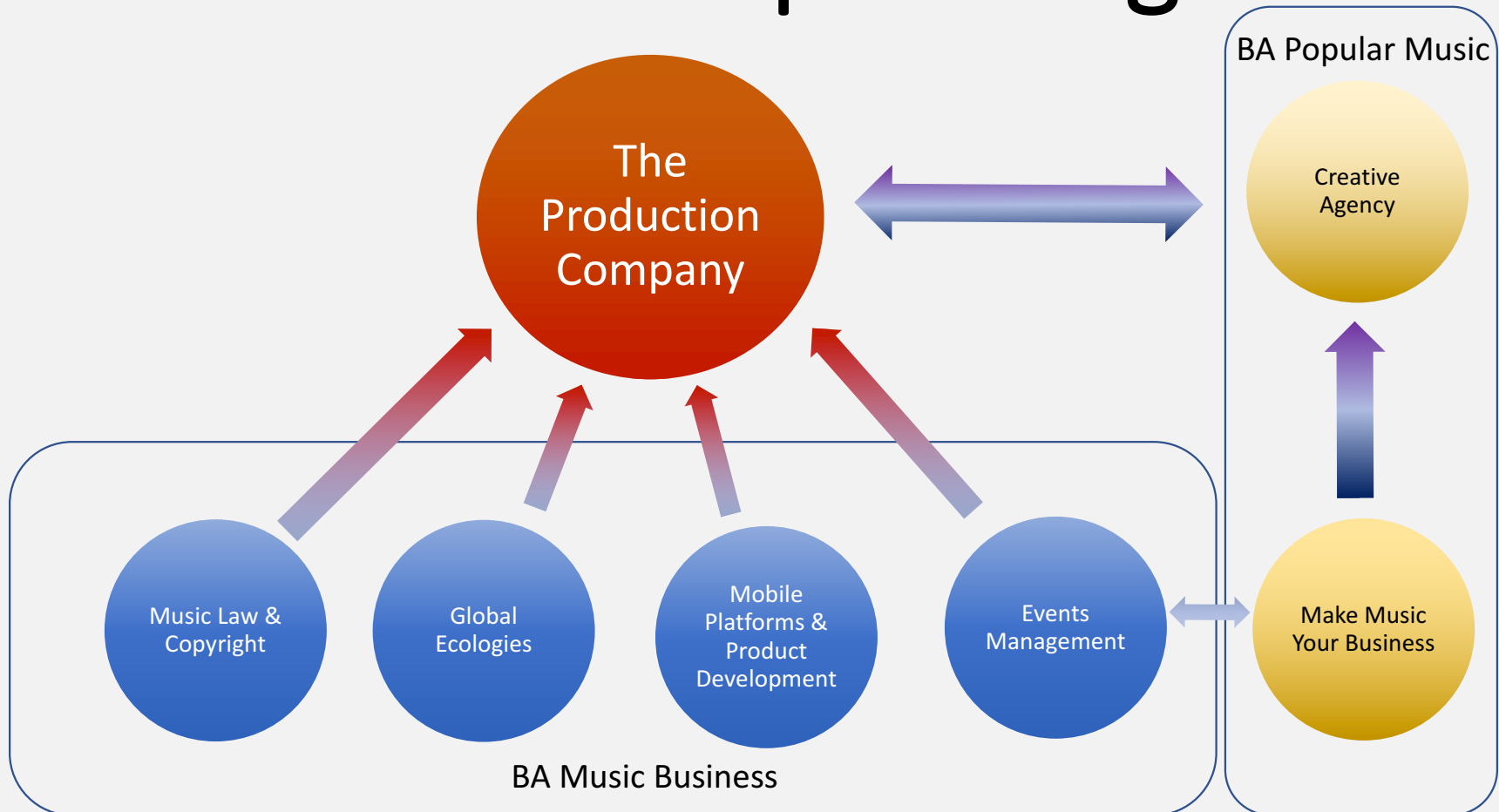
THE
MUSIC
WORKS

THE GROWTH HUB

Curriculum planning

L6

L5



Embedding Enterprise



Strategic Commercial Partners



Institutional Opportunities



Independent commercial activity



Civic Entrepreneurialism

Student Activity

The
Production
Company

Portfolio Submission

Events
Management

Label &
Licensing

Legal &
Administrative

Marketing &
Promotion

Creative project
development

Content
development

Technologies &
Mobile platforms

In Class Management & Progression



WE ARE OUT THE BOX

OUT THE BOX are an events company made up of an enthusiastic team, nestled deep in the heart of Gloucestershire, UK. However, this doesn't stop us from travelling far and wide - This year is our 10th anniversary for a European tour in partnership with the University of Gloucestershire. Watch out for Copenhagen // Malmö 2018.

We coordinate, create and enable the events that you ask for. We specialise in constructing Themed Events, Release Parties, Open Mic Nights, Artist Showcases, Comedy, Varsity and much more!

Contact us for more information below!

Facebook

FEATURES

100% Commitment

At Out The Box, we are always entirely committed to each project we run, or take part in. We will work to your specifications and creativity and put on the event you desire.

Multinational

Out The Box showcase talent to the world and have been travelling from country to country to share our musicians and talented artists with different cultures for just over a decade this year, including Prague, Berlin, Amsterdam, Barcelona and more!

Enthusiastic Team

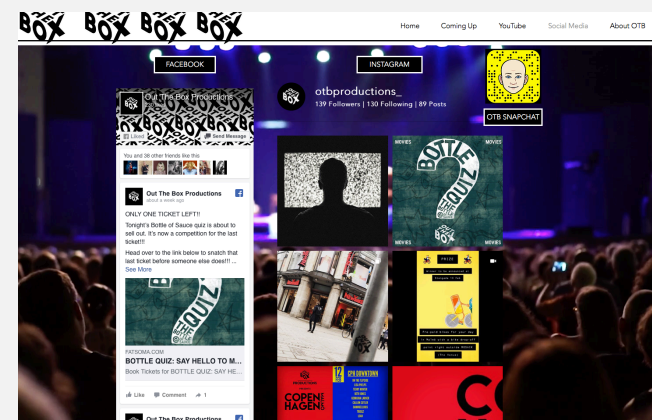
Out The Box is a company consisting of a little over 20 team members based in the UK. We are always willing to discuss new ventures and pour our creativity into rolling projects.

Variety of Professional Events

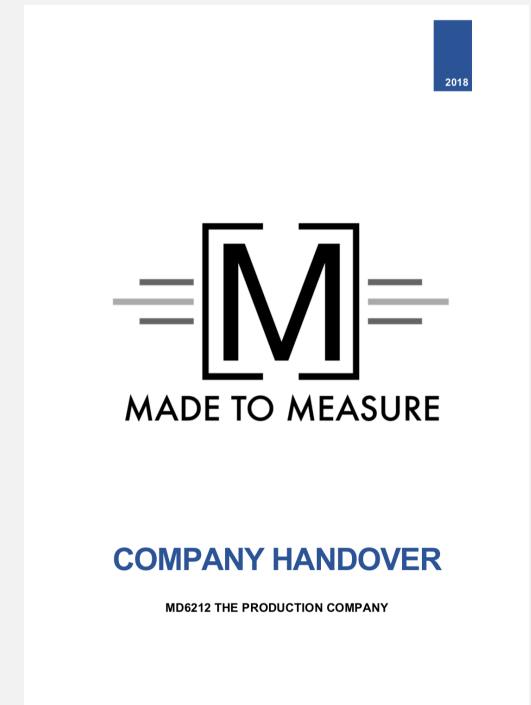
Out The Box productions run multiple events year on year, ranging from comedy nights in the region to over 100 students to Copenhagen/Malmö to put on 3 gigs in one week, all from their hub in Gloucestershire, UK.

TPC Board Meeting – Week 17 08.03.19 – TC102		
Attending: All board members unless named below		
Apologies: AL, GT, ZA, ME, EP, AH		
Not Present:		
Number	Minutes/Notes	Who is responsible for action
18.1.1	Attending/Apologies	CP
18.2.1	Approve previous Board Meeting minutes	ALL

Company Name/Branding	All board members to promote socials strategically alongside programming for 2019	ALL – continuous
YouTube Channel	Chase up Christmas Videos for 8/03	CF
YouTube presence to be integrated into website	Forward content for OTB website	Complete Ongoing
Chase up video content (Copenhagen & Xmas)	BOXED Records – 21 st March Launch Party & Compilation	ZA
Confirm artists to sign contracts by 08/03/19	CF to review funding marketing proposal by 08/03/19	Complete
Identify a USP, Date: 08/03/19	CF to speak to course leaders about listening party: 01/03/19	SA Ongoing Complete
Fashion Show	Date & concept for May event with Fashion course Update: 22/03/19	HM, ME, GT, EP Ongoing
Events Development	Varsity & Flashmob: concept, team and schedule: 8/3/19	GT, HM, EP, NMc, JKe, ME
Marketing Projects	Podsquid™ to be delivered on 22/3/19	ES, VN
CF to speak to Vlog Squad to be delivered 22/3/19	CF to brief podcast & YouTube creators on sourcing work by 22/03/19	SA, EW, JKe CF
BOXED Records release Podcast: 22/03/19		LM



Output & Legacy



Student experience

MD6212 2017 Mid-Module Evaluation

What do you like about the module?

- Industry Skills
- Freedom to work the roles we wish to help build upon our CV + aid post-graduation
- Structure of lectures - working in sub-teams
- Learning how a company is run.

What don't you like about the module?

- N/A

If you were running the module, what would you do differently?

- Maybe a way to make sure students are meeting to discuss ideas outside the lecture + plan - not just once a week.

MD6212 2017 Mid-Module Evaluation

What do you like about the module?

lots of free choice over roles played throughout the year.
allows us to focus work areas which may be useful in future job roles.

What don't you like about the module?

less structure than other modules
setting own deadlines & making sure everyone works to these can be challenging

If you were running the module, what would you do differently?

set specific deadlines for
check up work to ensure things are being done & correctly.
specific roles people pitch for.

MD6212 2017 Mid-Module Evaluation

What do you like about the module?

Big bad Landsley is a cool lecturer
tasks are always clear
Moodle page laid out ^{neatly} really well
Good balance of lecturer/student & independent work

What don't you like about the module?

Nothing... yet

If you were running the module, what would you do differently?

Nothing... thus far....

MD6212 2017 Mid-Module Evaluation

What do you like about the module?

- Clear att comes for every lecture.
- The set tasks each week make deadlines so much easier to organise.
- Engaging module
- Ability to learn skills that can be used once unit is over.

What don't you like about the module?

- We need a new projector ^^ (makes looking at some presentations awkward)

If you were running the module, what would you do differently?

N/A 😊

Next Steps

Sustainability

Festivals: A&R, programming, technical planning, marketing, stage management, broadcast, artist services

Commercial: Regular events programming, creative development opportunities,

Institutional: Embed creative practice with courses throughout the university, cross course & school working

Charity & Community : Partnerships, accessibility, regional creative and economic services, 'good humaning'

Scalability

New festivals & events, extending commercial partnerships, wider institutional support, increased regional profile

Boxed Records

Promote student output, improve creative profile of cohort, applied practice in managing artistic content, sync

Creative Agency

Cross subject group companion modules, new content generation, new clients, new business opportunities, legacy

Learning opportunities and program development

Share this work with fellow institutes and academics to develop a larger network of opportunities for students